

windeln.de: founders and co-CEOs hand over business as part of an orderly succession

- **The experienced Amazon manager Matthias Peuckert will take office as the CEO of windeln.de SE in 2018**
- **The Management Board contracts of the two founders and Co-CEOs Konstantin Urban and Alexander Brand will expire as scheduled on March 31, 2018; both leave under the best of terms and will remain closely linked to windeln.de as shareholders**
- **Dr. Nikolaus Weinberger (CFO) and Jürgen Vedio (COO) will continue to be members of the Management Board**

Munich, September 28, 2017: The Supervisory Board of windeln.de SE, one of the leading online retailers for baby and toddler products in Europe and for customers in China, has appointed Mr. Matthias Peuckert as new Chairman of the Management Board of windeln.de SE. He will initially be appointed for three years and join the company in 2018. Matthias Peuckert has many years of experience in e-commerce. Since 2003, he has held various positions with Amazon and been responsible as one of the senior managers for the areas of Core Consumables Germany (including baby articles), Retail OPS & Initiatives Germany, Pantry EU as well as Pricing and Projects in Germany.

The two founders and co-CEOs Konstantin Urban and Alexander Brand, whose contracts will end as scheduled on March 31, 2018, will be stepping down from the Management Board of windeln.de SE to allow for an orderly transition. This is being done under the best of terms between all parties involved.

The contract of Nikolaus Weinberger, CFO and a member of the Management Board, which also expires on March 31, 2018, is being extended until March 31, 2021. The contract of Jürgen Vedio, COO and a member of the Management Board, has a term until June 30, 2019.

“We are delighted to have signed a very experienced e-commerce manager in Matthias Peuckert for the next important phase of our company’s development. The Supervisory Board is convinced that it has arranged for the right person to come on board to lead windeln.de SE strategically and operationally successfully into the future. I would like to thank the two founders and co-CEOs Konstantin Urban and Alexander Brand on behalf of the entire company for their outstanding pioneering and development work for windeln.de, which is now an international e-commerce company with more than 200 million euros in sales,” commented Willi Schwerdtle, Chairman of the Supervisory Board of windeln.de SE:

Matthias Peuckert, designated CEO of windeln.de SE: „I am looking forward to my new interesting task and working with the whole windeln.de team.”

“When we founded windeln.de in 2010, we never thought that we would be represented in 10 European countries and have such a strong position in China in such a short time. I am firmly convinced that the best years lie ahead for windeln.de now that the foundation has been laid. Alexander and I will continue to follow the company’s development as shareholders and remain closely linked to the company,” said co-founder Konstantin Urban.

Co-founder Alexander Brand added: “We are proud to see that our “baby” has grown up. A great deal has been achieved here in recent years. Following the IPO in 2015 and the recent significant

operational advances, we are leaving a company that is well positioned. The market potential is immense and an important next milestone has been laid with the reforming of the Management Board. We wish the Management Board, our strong second management level and everyone at windeln.de all the best!"

Important strategic projects such as the relocation of the central warehouse from Berlin to Eastern Europe, the integration of the acquisitions Bebitus and Feedo as well as several automation projects will continue to be pursued as planned.

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About windeln.de

windeln.de is one of the leading online retailers for baby, toddler and children's products in Europe. The windeln.de shops are tailored to the needs of customers in 10 European countries: Germany, Austria, Switzerland, Czech Republic, Poland, Slovakia, Spain, Portugal, France and Italy. The company also operates a successful e-commerce business with products for babies and toddlers for customers in China. The broad product portfolio includes everything from diapers, baby food, children's furniture, toys, clothes and strollers to child car seats. windeln.de was founded in October 2010 and currently has more than 500 employees in Germany and abroad. The company has been listed in the Prime Standard of the Frankfurt Stock Exchange since May 6, 2015. For more information, go to <http://corporate.windeln.de>.

windeln.de Shops: www.windeln.de, www.nakiki.de, www.windeln.ch, www.kindertraum.ch, www.toys.ch, www.pannolini.it, www.feedo.cz, www.feedo.sk, www.feedo.pl, www.bebitus.es, www.bebitus.pt, www.bebitus.fr, www.windeln.com.cn, <https://www.windeln.de.tmall.hk/>